

<i>SERFF Tracking Number:</i>	<i>PHYS-126126637</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>Physicians Mutual Insurance Company</i>	<i>State Tracking Number:</i>	<i>42209</i>
<i>Company Tracking Number:</i>	<i>PMA2733</i>		
<i>TOI:</i>	<i>LTC03I Individual Long Term Care</i>	<i>Sub-TOI:</i>	<i>LTC03I.004 Partnership</i>
<i>Product Name:</i>	<i>Long Term Care</i>		
<i>Project Name/Number:</i>	<i>PMA2733/PMA2733</i>		

Filing at a Glance

Company: Physicians Mutual Insurance Company

Product Name: Long Term Care	SERFF Tr Num: PHYS-126126637	State: ArkansasLH
TOI: LTC03I Individual Long Term Care	SERFF Status: Closed	State Tr Num: 42209
Sub-TOI: LTC03I.004 Partnership	Co Tr Num: PMA2733	State Status: Closed
Filing Type: Advertisement	Co Status:	Reviewer(s): Marie Bennett
	Authors: Sara Magee-Garcia, Sonya Dickey	Disposition Date: 05/06/2009
	Date Submitted: 04/23/2009	Disposition Status: Approved
Implementation Date Requested: On Approval		Implementation Date:
State Filing Description:		

General Information

Project Name: PMA2733	Status of Filing in Domicile: Not Filed
Project Number: PMA2733	Date Approved in Domicile:
Requested Filing Mode: Review & Approval	Domicile Status Comments:
Explanation for Combination/Other:	Market Type: Individual
Submission Type: New Submission	Group Market Size:
Overall Rate Impact:	Group Market Type:
Filing Status Changed: 05/06/2009	Explanation for Other Group Market Type:
	State Status Changed: 05/06/2009
Deemer Date:	Corresponding Filing Tracking Number: PMA2733
Filing Description:	
RE: Long Term Care Advertising	
Invitations to Inquire: PMA2733, PMA2736, PMA2737, PMA2738, PMA2739	

The above referenced advertising material is being submitted for your review and approval. This material will be used to create an interest the following Long Term Care Policies and Long Term Care Partnership Program:

Policies: Approval Date:

SERFF Tracking Number: PHYS-126126637 State: Arkansas
Filing Company: Physicians Mutual Insurance Company State Tracking Number: 42209
Company Tracking Number: PMA2733
TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.004 Partnership
Product Name: Long Term Care
Project Name/Number: PMA2733/PMA2733

P146AR 8-11-04

P147AR 8-11-04

P148AR 8-11-04

Long Term Care Partnership Program 2-19-09

If you have any questions concerning the enclosed material, please contact me at the above address or call me at 1-800-228-9100, option 1, option 6, extension 2633. You can also contact me via email at Sara.Magee-Garcia@pmic.com. Your assistance in getting this material approved for use in your State is greatly appreciated.

Company and Contact

Filing Contact Information

Sara Magee-Garcia, sara.magee-garcia@physiciansmutual.com
2600 Dodge Street (800) 228-9100 [Phone]
Omaha, NE 68131 (402) 633-1096[FAX]

Filing Company Information

Physicians Mutual Insurance Company CoCode: 80578 State of Domicile: Nebraska
2600 Dodge Street Group Code: 367 Company Type:
Omaha, NE 68131 Group Name: State ID Number:
(402) 633-1188 ext. [Phone] FEIN Number: 47-0270450

Filing Fees

Fee Required? Yes
Fee Amount: \$200.00
Retaliatory? No
Fee Explanation: \$40 per form, 5 forms included
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Physicians Mutual Insurance Company	\$200.00	04/23/2009	27392715

<i>SERFF Tracking Number:</i>	<i>PHYS-126126637</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>Physicians Mutual Insurance Company</i>	<i>State Tracking Number:</i>	<i>42209</i>
<i>Company Tracking Number:</i>	<i>PMA2733</i>		
<i>TOI:</i>	<i>LTC03I Individual Long Term Care</i>	<i>Sub-TOI:</i>	<i>LTC03I.004 Partnership</i>
<i>Product Name:</i>	<i>Long Term Care</i>		
<i>Project Name/Number:</i>	<i>PMA2733/PMA2733</i>		

Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Approved	Marie Bennett	05/06/2009	05/06/2009

<i>SERFF Tracking Number:</i>	<i>PHYS-126126637</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>Physicians Mutual Insurance Company</i>	<i>State Tracking Number:</i>	<i>42209</i>
<i>Company Tracking Number:</i>	<i>PMA2733</i>		
<i>TOI:</i>	<i>LTC03I Individual Long Term Care</i>	<i>Sub-TOI:</i>	<i>LTC03I.004 Partnership</i>
<i>Product Name:</i>	<i>Long Term Care</i>		
<i>Project Name/Number:</i>	<i>PMA2733/PMA2733</i>		

Disposition

Disposition Date: 05/06/2009

Implementation Date:

Status: Approved

Comment:

Rate data does NOT apply to filing.

SERFF Tracking Number: PHYS-126126637 State: Arkansas
Filing Company: Physicians Mutual Insurance Company State Tracking Number: 42209
Company Tracking Number: PMA2733
TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.004 Partnership
Product Name: Long Term Care
Project Name/Number: PMA2733/PMA2733

Item Type	Item Name	Item Status	Public Access
Form	PMA2733		Yes
Form	PMA2736		Yes
Form	PMA2737		Yes
Form	PMA2738		Yes
Form	PMA2739		Yes

SERFF Tracking Number:	PHYS-126126637	State:	Arkansas
Filing Company:	Physicians Mutual Insurance Company	State Tracking Number:	42209
Company Tracking Number:	PMA2733		
TOI:	LTC03I Individual Long Term Care	Sub-TOI:	LTC03I.004 Partnership
Product Name:	Long Term Care		
Project Name/Number:	PMA2733/PMA2733		

Form Schedule

Lead Form Number: PMA2733

Review Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
	PMA2733	Advertising	PMA2733	Initial			PMA2733.pdf
	PMA2736	Advertising	PMA2736	Initial			PMA2736.pdf
	PMA2737	Advertising	PMA2737	Initial			PMA2737.pdf
	PMA2738	Advertising	PMA2738	Initial			PMA2738.pdf
	PMA2739	Advertising	PMA2739	Initial			PMA2739.pdf

Benefit Of The Partnership Program

Long-Term Care Insurance Partnership policies pay for care the same way as non-Partnership insurance policies. They can help you receive the type of care you need while easing concerns about how you will pay for everything.

However, what sets Partnership insurance policies apart from regular long-term care insurance policies is the asset protection they provide, should you need to apply for Medicaid.

When you purchase a Partnership insurance policy, you help *protect your assets* from Medicaid's usual "spend down" rules, up to the amount of the benefits paid for your care by your long-term care insurance policy ... enabling you to leave money for your loved ones. This protection can bring *financial security and peace of mind*, both to you and your family.



Frequently Asked Questions

Q: Why would I buy a Partnership insurance policy?

A: A Long-Term Care Insurance Partnership policy helps protect your assets from Medicaid's "spend down" rules; you can leave this money to your loved ones.

Q: How do I know if my state participates?

A: The Deficit Reduction Act of 2005 (DRA) does not require every state to participate in the Partnership Program, although many states are considering it. Contact your state insurance department to find out if your state participates.

Q: What does Medicaid consider as "assets" that need to be spent down?

A: Countable assets (the assets you must spend down in order to qualify for Medicaid) may vary depending on the situation, but generally include: bank accounts, stocks, bonds, mutual funds and secondary homes. Certain trusts may be considered countable, but they have to meet specific requirements. Primary homes, personal belongings and one motor vehicle are not included (special guidelines may apply).

Q: How can I learn more?

A: One of the requirements of the DRA was the creation of a national education program, the National Clearinghouse for Long-Term Care Information. Visit their Web site (www.longtermcare.gov) for information about private long-term care insurance. The site also provides details about Medicaid, including its qualifications and long-term care services.

Also, feel free to contact a Company agent/producer for more information on the Long-Term Care Insurance Partnership program.

Information from:
"Private Financing: Long-Term Care Insurance," www.longtermcare.gov, Web site of the National Clearinghouse for Long-Term Care Information, accessed February 8, 2007

"Medicaid Eligibility Requirements: Assets," www.longtermcare.gov, Web site of the National Clearinghouse for Long-Term Care Information, accessed February 8, 2007

Physicians Mutual Insurance Company®
a member of the Physicians Mutual® family



Physicians
Mutual®

2600 Dodge Street
Omaha, NE 68131-2671

www.PhysiciansMutual.com

Agent License # _____

Physicians Mutual Insurance Company®

The Long-Term Care Insurance Partnership Program

What It Means To You



Physicians
Mutual®

PMA2733

History Of The Partnership Program

The Long-Term Care Insurance Partnership Program was originally developed in the 1980s by the Robert Wood Johnson Foundation in an attempt to improve access to care and reduce Medicaid’s long-term care expenses. The program encouraged people to purchase private long-term care insurance, rather than depend on Medicaid to pay for their long-term care needs.

Partnership insurance policies allow long-term care policyowners to keep a large portion of their assets should they need to apply for Medicaid. Requirements may vary from state to state.

The program was adopted by only a few states, each of which used different ways to determine the amount of assets a person can keep. However, in 1993, the Omnibus Budget Reconciliation Act (OBRA) was passed to mandate estate recoveries, which essentially stopped new states from creating Partnership Programs.

How It Works

People generally go on Medicaid when they cannot afford the cost of their medical care. However, in order to qualify for Medicaid and have them pay your long-term care costs, you must meet certain requirements, including using up the majority of your assets — you must “spend down” your assets.

Fortunately, with a Partnership insurance policy, you are able to keep your assets up to a certain amount — you would not need to “spend down” those assets to qualify for Medicaid. Therefore, your assets can be protected ... to use as you wish or to leave to your heirs.

The Partnership Program Today

Recently, there has been a resurgence of the Long-Term Care Insurance Partnership Program, largely due to Congress’s Deficit Reduction Act of 2005 (DRA). This act allows all states to establish their own Partnership Program.

These new Partnership Programs will have the uniformity that was missing from the previous ones — each following basic Federal standards.

These standards require each Partnership insurance policy to:

- Be certified as a Partnership insurance policy
- Be Federally tax-qualified
- Be issued after the effective date of the Partnership Program in the state
- Be issued to a person who was a resident of the state when coverage began
- Include some sort of inflation protection for people issued an insurance policy when under age 76
- Meet the 2000 National Association of Insurance Commissioners (NAIC) long-term care model regulations and requirements to protect consumers

In addition, all Long-Term Care Insurance Partnership Programs will determine the amount of assets you’re allowed to keep by using the dollar-for-dollar method (see chart at right).

In this method, you keep \$1 of assets for every dollar you receive in benefits from a Partnership insurance policy. Essentially, you are able to protect your assets up to the maximum benefit amount of your long-term care insurance policy.

Example*

Mary has a Partnership insurance policy with a maximum benefit of \$100,000. She requires long-term care and qualifies for benefits. She uses up all her insurance policy benefits and applies for Medicaid.

If Mary didn’t have a Partnership insurance policy, she would only be able to keep \$2,000 in assets in order to qualify for Medicaid (her state would receive this money after her death).

However, because Mary has a Partnership insurance policy, she can protect \$100,000 in assets and still apply for Medicaid (her state would not receive this money after her death).

Any assets over \$100,000 would have to be spent down in order for Mary to qualify for Medicaid.

Dollar-For-Dollar Method

Assets Before Medicaid	Partnership Insurance Policy Benefits	What You Spend Down To Qualify For Medicaid	Total Assets Protected
\$100,000	\$100,000	Nothing	\$100,000
\$200,000	\$150,000	\$50,000	\$150,000
\$500,000	\$300,000	\$200,000	\$300,000

* Medicaid rules and regulations may vary by state.
Information from:
“The Long-Term Care Partnership Program: Issues and Options,”
The Brookings Institution and The George Washington University,
December 2004



“Private Financing: Long-Term Care Insurance,”
www.longtermcare.gov, Web site of the National Clearinghouse for
Long-Term Care Information, accessed February 8, 2007
“The Long-Term Care Partnership Program: What Role Will It Play in
Broader Long-Term Care Policy?” George Mason University,
November 9, 2006

Have you protected your assets?



The choices you make today about tomorrow's health care needs can strongly impact your family, finances and future.

You owe it to yourself and those you love to learn more about:

- The effects of living a long life
- The importance of health care planning
- The risks of not planning ahead
- The ways to protect your assets if you need care

Contact me today to learn about all your long-term care insurance options. It's very important for you to consider your choices carefully and make the right decisions for you. I can help you design the plan that fits you best.

Call today! Be sure to ask how the Long-Term Care Insurance Partnership Program can help you gain a secure future.

[Name Name], Insurance Agent

[1-XXX-XXX-XXXX]

[E-Mail Address]

[Variable
Agent
Photo]

**[Variable 3rd
party logo]**

Physicians Mutual
Insurance Company®
a member of the Physicians Mutual® family



[Underwritten by Physicians Mutual Insurance Company]

Have you protected your assets?

Learn about the many important benefits of long-term care planning.

- *How the Long-Term Care Insurance Partnership Program can help you gain a secure future*
- *The effects of living a long life*
- *The risks of not planning ahead*

Find out more!

[Agent Name], Insurance Agent

[1-XXX-XXX-XXXX]

[E-Mail]

[Variable
Agent
Photo]

Physicians Mutual
Insurance Company®
a member of the Physicians Mutual® family



Physicians
Mutual®

P146/P147/P148
PMA2737

**Long-Term Care Insurance
Partnership Program**

Contact me today to learn how the
Long-Term Care Insurance Partnership
Program can help you gain a more
secure future.

[Name Name],
Insurance [Agent/Producer]
Physicians Mutual Insurance Company
[Number]
[Email]

PMA2738

Physicians Mutual Insurance Company®
Physicians Life Insurance Company®
members of the Physicians Mutual® family



[Variable
Agent Photo
OR Could be
3rd party logo
in which case
contact info
to right
wouldn't be
used]

[SAMPLE A. SAMPLEXXXXXXXXXX]
[Address 1 and 2]
[Cityxxxxxxx XX, 99999-9999]

[Personal Office: XXX-XXX-XXXX]
[Division Office: XXX-XXX-XXXX]
[Fax:XXX-XXX-XXXX]
[someone@somewhere.com]
[www.PhysiciansMutual.com]

[Underwritten by Physicians Mutual Insurance Company]

Have you protected your assets?

Dear [Mr./Ms. Variable],

[As a current Physicians Mutual® policyowner, you know the importance of having insurance protection. That's why I'm writing to you today.]

Have you prepared for living a long life and the health care needs that may go with it? The choices you make today can strongly impact your family and finances tomorrow.

You owe it to yourself — and those you love — to learn more about:

- The effects of living a long life
- The importance of health care planning
- The risks of not planning ahead
- The ways to protect your assets if you need care

That's where I can help. As a Physicians Mutual® agent, I can help you develop the plan that best fits your needs, one which is designed specifically for you and your situation.

[Mr./Ms. Variable], I cannot stress the importance of this topic enough. Planning for the future today can help ensure a more secure tomorrow. But you don't have to take my word for it. Recently the government has launched a program which stresses the importance of planning for your long-term care needs.

Please contact me today at [1-999-999-9999] or [email] for more information about your long-term care insurance options or how the Long-Term Care Insurance Partnership Program can help you gain a more secure future. I can help you understand your choices so you can make the right decisions for you.

Sincerely,

[Name Name],
Insurance Agent

P.S. Help protect your family, future and finances with long-term care insurance from Physicians Mutual Insurance Company, a member of the Physicians Mutual® family.

<i>SERFF Tracking Number:</i>	<i>PHYS-126126637</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>Physicians Mutual Insurance Company</i>	<i>State Tracking Number:</i>	<i>42209</i>
<i>Company Tracking Number:</i>	<i>PMA2733</i>		
<i>TOI:</i>	<i>LTC03I Individual Long Term Care</i>	<i>Sub-TOI:</i>	<i>LTC03I.004 Partnership</i>
<i>Product Name:</i>	<i>Long Term Care</i>		
<i>Project Name/Number:</i>	<i>PMA2733/PMA2733</i>		

Rate Information

Rate data does NOT apply to filing.